

Table A-6.1. Professional, Scientific, and Technical Services (Except Notaries) (NAICS 54) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Taxable Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

NAICS code	Kind of business	Coefficient of variation		Standard error
		2005	2004	2005/2004
54	Professional, scientific, and technical services (except notaries)	1.2	1.4	0.6
54*	Professional, scientific, and technical services (except notaries) ¹	1.2	1.4	0.7
5411	Legal services (except notaries)	1.9	2.4	0.8
54111	Offices of lawyers	1.8	2.5	0.9
54119	Other legal services	6.4	6.0	2.4
5412	Accounting, tax preparation, bookkeeping, and payroll services	2.1	1.2	1.8
541211	Offices of certified public accountants	3.0	2.5	1.4
541213	Tax preparation services	5.0	4.0	2.8
541214	Payroll services	3.5	3.6	3.5
541219	Other accounting services	6.1	3.8	4.3
5413	Architectural, engineering, and related services	3.6	3.5	3.0
5413*	Architectural, engineering, and related services ²	3.6	3.6	3.1
54131	Architectural services	4.7	3.1	3.1
54132	Landscape architectural services	4.7	4.7	2.1
54133	Engineering services	4.6	4.4	4.5
54138	Testing laboratories	6.6	4.8	3.8
5413x	Other related services ³	5.4	5.3	4.1
5414	Specialized design services	2.9	2.6	1.6
54141	Interior design services	6.7	5.5	2.3
54143	Graphic design services	4.4	4.7	2.3
5414y	All other design services ⁴	9.3	8.9	2.7
5415	Computer systems design and related services	2.2	1.9	1.0
541511	Custom computer programming services	4.9	4.1	2.4
541512	Computer systems design services	2.7	2.7	1.1
541513	Computer facilities management services	3.8	2.9	2.7
541519	Other computer related services	7.2	5.8	2.8
5416	Management, scientific, and technical consulting services	3.5	3.1	1.5
54161	Management consulting services	4.0	3.3	1.7
54162	Environmental consulting services	5.5	4.8	2.7
54169	Other scientific and technical consulting services	6.7	6.5	7.2
5417	Scientific research and development services	4.5	4.9	0.7
54171	Research and development in the physical, engineering, and life sciences	4.7	5.1	0.8
54172	Research and development in the social sciences and humanities	6.9	6.2	1.1
5418	Advertising and related services	2.2	1.9	0.8
54181	Advertising agencies	2.9	2.5	2.1
54182	Public relations agencies	3.9	3.7	1.7
54183	Media buying agencies	S	S	S
54184	Media representatives	S	S	S
54185	Display advertising	3.4	2.0	2.7
54186	Direct mail advertising	2.5	1.9	1.4
5418y	All other advertising ⁵	4.3	5.1	2.5

See footnotes at end of table.

Table A-6.1. Professional, Scientific, and Technical Services (Except Notaries) (NAICS 54) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Taxable Employer Firms: 2004 and 2005 —Con.

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

NAICS code	Kind of business	Coefficient of variation		Standard error
		2005	2004	2005/2004
5419	Other professional, scientific, and technical services	1.6	1.2	0.7
5419*	Other professional, scientific, and technical services ⁶	2.8	2.0	1.3
54191	Marketing research and public opinion polling	3.8	3.1	2.2
54192	Photographic services	3.8	3.8	1.7
541921	Photography studios, portrait	5.7	5.3	2.1
541922	Commercial photography	5.3	4.1	3.1
54193	Translation and interpretation services	8.7	5.8	4.6
54194	Veterinary services	2.2	1.6	1.2
54199	All other professional, scientific, and technical services	3.8	3.0	3.0

S Estimate does not meet publication standards because of high sampling variability or poor response quality.

¹Excludes NAICS 54132 (Landscape Architectural Services) and NAICS 54194 (Veterinary Services).

²Excludes NAICS 54132 (Landscape Architectural Services).

³Includes NAICS 54134 (drafting services), NAICS 54135 (building inspection services), NAICS 54136 (geophysical surveying and mapping services), and NAICS 54137 (surveying and mapping (except geophysical) services).

⁴Includes NAICS 54142 (industrial design services) and NAICS 54149 (other specialized design services).

⁵Includes NAICS 54187 (advertising material distribution services) and NAICS 54189 (other services related to advertising).

⁶Excludes Veterinary Services (NAICS 54194).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.2. Professional, Scientific, and Technical Services (Except Notaries) (NAICS 54) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Tax-Exempt Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

NAICS code	Kind of business	Coefficient of variation		Standard error
		2005	2004	2005/2004
54	Professional, scientific, and technical services (except notaries)	3.6	3.3	1.0
54111	Offices of lawyers	7.3	7.7	2.1
5417	Scientific research and development services	3.7	3.4	1.2
54171	Research and development in the physical, engineering, and life sciences	4.0	3.8	1.3
54172	Research and development in the social sciences and humanities	3.9	2.0	3.9

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.3. Professional, Scientific, and Technical Services (Except Notaries) (NAICS 54) – Estimated Coefficients of Variation for Export Revenue and Standard Error of Percent Change for Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

NAICS code	Kind of business	Coefficient of variation		Standard error
		2005	2004	2005/2004
54	Professional, scientific, and technical services (except notaries)	5.0	5.0	2.7
5411	Legal services (except notaries)	12.5	S	S
54111	Offices of lawyers	13.4	S	S
54119	Other legal services	16.9	17.0	5.1
5412	Accounting, tax preparation, bookkeeping, and payroll services	6.9	S	S
541211	Offices of certified public accountants	7.2	S	S
541213	Tax preparation services	S	S	S
541214	Payroll services	S	S	S
541219	Other accounting services	NA	NA	NA
5413	Architectural, engineering, and related services	13.5	10.1	7.5
54131	Architectural services	9.1	15.9	7.2
54132	Landscape architectural services	S	S	S
54133	Engineering services	16.6	12.0	9.0
54138	Testing laboratories	9.9	9.0	5.3
5413x	Other related services ¹	S	S	S
5414	Specialized design services	4.8	5.3	4.1
54141	Interior design services	10.9	13.2	4.5
54143	Graphic design services	3.5	4.5	1.8
5414y	All other design services ²	7.6	9.3	7.7
5415	Computer systems design and related services	9.5	8.0	7.6
541511	Custom computer programming services	14.5	13.4	7.7
541512	Computer systems design services	S	S	S
541513	Computer facilities management services	S	S	S
541519	Other computer related services	S	S	S
5416	Management, scientific, and technical consulting services	8.2	S	S
54161	Management consulting services	8.6	S	S
54162	Environmental consulting services	S	S	S
54169	Other scientific and technical consulting services	S	S	S
5417	Scientific research and development services	6.3	5.9	2.8
54171	Research and development in the physical, engineering, and life sciences	6.5	6.2	2.9
54172	Research and development in the social sciences and humanities	11.6	10.2	1.7
5418	Advertising and related services	S	16.2	S
54181	Advertising agencies	5.5	5.0	1.0
54182	Public relations agencies	S	S	S
54183	Media buying agencies	S	S	S
54184	Media representatives	S	S	S
54185	Display advertising	S	Z	S
54186	Direct mail advertising	6.4	3.5	5.5
5418y	All other advertising ³	10.0	8.7	2.8

See footnotes at end of table.

Table A-6.3. Professional, Scientific, and Technical Services (Except Notaries) (NAICS 54) – Estimated Coefficients of Variation for Export Revenue and Standard Error of Percent Change for Employer Firms: 2004 and 2005—Con.

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

NAICS code	Kind of business	Coefficient of variation		Standard error
		2005	2004	2005/2004
5419	Other professional, scientific, and technical services	12.1	19.0	7.9
54191	Marketing research and public opinion polling	S	S	S
54192	Photographic services	S	S	S
541921	Photography studios, portrait	6.7	9.1	10.6
541922	Commercial photography	S	S	S
54193	Translation and interpretation services	S	S	S
54194	Veterinary services	3.6	3.2	1.2
54199	All other professional, scientific, and technical services	19.8	S	S

NA Not available. Z Absolute value is less than 0.05. S Estimate does not meet publication standards because of high sampling variability or poor response quality

¹Includes NAICS 54134 (drafting services), NAICS 54135 (building inspection services), NAICS 54136 (geophysical surveying and mapping services), and NAICS 54137 (surveying and mapping (except geophysical) services).

²Includes NAICS 54142 (industrial design services) and NAICS 54149 (other specialized design services).

³Includes NAICS 54187 (advertising material distribution services) and NAICS 54189 (other services related to advertising).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.4. Accounting, Tax Preparation, Bookkeeping, and Payroll Services (NAICS 5412) – Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

Kind of business	Coefficient of variation		Standard error
	2005	2004	2005/2004
ACCOUNTING, TAX PREPARATION, BOOKKEEPING, AND PAYROLL SERVICES (NAICS 5412)			
Operating Revenue			
Total	2.1	1.2	1.8
Sources of Revenue			
Assurance and related services	4.3	4.4	1.5
Financial auditing services	4.4	4.6	1.6
Financial statement review	13.2	13.6	2.2
Other assurance and financial auditing services	6.4	6.8	1.5
Bookkeeping, compilation, payroll, and taxation services	2.6	1.9	2.0
General accounting services	10.2	9.4	2.3
Bookkeeping, compilation, billing, and collection services	8.1	7.5	3.7
Payroll services	4.4	3.8	3.9
Taxation planning and consulting services	6.4	5.7	2.8
Taxation preparation and representation services for individuals and unincorporated businesses	4.2	4.0	1.6
Tax preparation and representation services for corporate and other clients	6.4	5.6	2.2
Other related services	10.0	10.9	3.5
Computerized accounting system services	S	S	S
Management consulting services	10.5	12.2	4.5
All other operating revenue	7.5	8.1	4.4

S Estimate does not meet publication standards because of high sampling variability or poor response quality.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.5. Architectural Services (NAICS 54131) – Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

Kind of business	Coefficient of variation		Standard error
	2005	2004	2005/2004
Operating Revenue			
Total	4.7	3.1	3.1
Sources of Revenue			
Residential building projects	12.9	10.2	7.2
Single-family residential projects	19.6	16.9	8.7
Multi-family residential projects	19.9	17.0	14.6
Non-residential building projects	5.3	3.6	3.4
Office building projects	14.4	11.6	7.8
Retail and restaurant building projects	17.1	17.1	6.0
Hotel and convention center building projects	15.1	16.0	4.8
Health care building projects	11.4	9.8	4.0
Entertainment and recreational building projects	18.1	16.1	5.1
Educational building projects	10.9	8.9	5.9
Industrial building projects	17.2	12.7	S
Transportation building projects	17.7	18.5	5.7
Other nonresidential building projects	12.0	12.9	6.1
Other Services (performed independent of the architecture projects above)	14.6	17.5	5.1
Historical restoration projects	S	S	S
Architectural advisory services	19.0	S	S
Landscape architectural services	S	S	S
Interior design services	S	S	S
All other operating revenue	12.4	15.2	4.1

S Estimate does not meet publication standards because of high sampling variability or poor response quality.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.6. Engineering Services (NAICS 54133) – Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

Kind of business	Coefficient of variation		Standard error
	2005	2004	2005/2004
Operating Revenue			
Total	4.6	4.4	4.5
Sources of Revenue			
Engineering Services	8.9	7.6	6.1
Residential engineering projects	19.1	S	S
Commercial, public, and institutional engineering projects	14.0	14.5	5.0
Industrial and manufacturing engineering projects	13.3	14.6	6.2
Transportation infrastructure engineering projects	S	S	S
Municipal utility engineering projects	S	S	S
Power generation and distribution engineering projects	15.4	16.0	1.8
Telecommunications and broadcasting engineering projects	S	S	S
Hazardous waste and industrial waste engineering projects	S	S	S
Other engineering projects	19.9	15.3	10.6
Other Services (performed independent of the engineering projects above)	S	17.8	S
Engineering advisory services	S	S	S
Construction services	S	S	S
Drafting services	S	S	S
Surveying and mapping services	S	S	S
All other operating revenue	13.2	12.6	6.3

S Estimate does not meet publication standards because of high sampling variability or poor response quality.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.7. Computer Systems Design and Related Services (NAICS 5415) – Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

Kind of business	Coefficient of variation		Standard error
	2005	2004	2005/2004
COMPUTER SYSTEMS DESIGN AND RELATED SERVICES (NAICS 5415)			
Operating Revenue			
Total	2.2	1.9	1.0
Sources of Revenue			
Information technology (IT) design and development	2.8	S	S
Custom application design and development	4.0	3.8	2.1
Computer systems design, development, and integration	2.9	S	S
Network design and development	8.3	S	S
Other services	2.4	1.9	1.4
IT infrastructure and network management	2.1	2.0	1.2
IT technical support	4.7	4.1	1.4
IT technical consulting	4.2	3.2	2.9
IT related training services	9.3	8.0	4.5
Hosting and IT infrastructure provisioning services	7.1	5.2	3.2
Rental and leasing of computer hardware	11.6	10.3	2.2
All other operating revenue	4.3	3.2	2.6

S Estimate does not meet publication standards because of high sampling variability or poor response quality.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.8. Management Consulting Services (NAICS 54161) - Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

Kind of business	Coefficient of variation		Standard error
	2005	2004	2005/2004
Operating Revenue			
Total	4.0	3.3	1.7
Sources of Revenue			
Management consulting services	4.6	3.5	2.0
Strategic management consulting, and consulting combined with implementation	5.3	S	S
Financial management consulting, and consulting combined with implementation	9.8	9.7	1.9
Marketing management consulting, and consulting combined with implementation	12.4	7.3	6.1
Human resources management consulting, and consulting combined with implementation	8.7	8.5	2.1
Operations and supply chain management consulting, and consulting combined with implementation	S	18.7	S
Actuarial consulting (except for employee pensions and other benefits)	S	19.5	S
IT technical design, consulting, and development services	7.9	7.8	1.5
All other consulting revenue	9.3	6.0	12.4
All other operating revenue	5.2	5.3	1.9

S Estimate does not meet publication standards because of high sampling variability or poor response quality.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.9. Environmental Consulting Services (NAICS 54162) - Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

Kind of business	Coefficient of variation		Standard error
	2005	2004	2005/2004
Operating Revenue			
Total	5.5	4.8	2.7
Sources of Revenue			
Environmental consulting services	7.9	7.1	2.6
Environmental assessment consulting, and consulting combined with implementation .	13.7	12.1	3.1
Natural resource management consulting, and consulting combined with implementation	S	17.7	S
Waste management consulting, and consulting combined implementation	14.6	17.1	5.0
Environmental policy development consulting, and consulting combined with implementation	17.4	17.1	3.7
Environmental audits consulting, and consulting combined with implementation	13.8	14.5	6.1
Site remediation planning consulting, and consulting combined with implementation ..	9.1	8.9	3.7
Evaluation of environmental studies consulting, and consulting combined with implementation	18.9	18.9	4.8
All other environmental consulting	19.8	17.4	3.6
All other operating revenue	6.6	6.0	5.8

S Estimate does not meet publication standards because of high sampling variability or poor response quality.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.10. Scientific Research and Development Services (NAICS 5417) - Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Taxable Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

Kind of business	Coefficient of variation		Standard error
	2005	2004	2005/2004
SCIENTIFIC RESEARCH AND DEVELOPMENT SERVICES (NAICS 5417)			
Operating Revenue			
Total	4.5	4.9	0.7
Sources of Revenue			
Basic and applied research in natural and exact sciences, except biological sciences	4.4	5.2	1.1
Basic and applied research in biotechnology	4.3	5.0	1.1
Basic and applied research in other natural and exact sciences, except biological sciences	S	S	S
Basic and applied research in engineering and technology	6.2	7.3	2.2
Basic and applied research in the biological and biomedical sciences	6.0	5.2	1.5
Basic and applied research in medical and health sciences	6.3	5.5	1.5
Basic and applied research in other biological sciences	10.4	9.6	4.8
Basic and applied research in the social sciences and humanities	7.9	7.3	2.3
Production services for development	10.6	7.8	4.8
Other operating revenue	5.0	5.1	0.9
Licensing of right to use intellectual property	11.1	9.5	3.7
Original works of intellectual property	S	7.2	S
All other operating revenue	4.8	5.1	0.9

S Estimate does not meet publication standards because of high sampling variability or poor response quality.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.11. Scientific Research and Development Services (NAICS 5417) - Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Tax-Exempt Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

Kind of business	Coefficient of variation		Standard error
	2005	2004	2005/2004
SCIENTIFIC RESEARCH AND DEVELOPMENT SERVICES (NAICS 5417)			
Operating and Nonoperating Revenue			
Total	3.7	3.4	1.2
Sources of Revenue			
Basic and applied research in natural and exact sciences, except biological sciences	3.5	3.7	0.4
Basic and applied research in biotechnology	5.0	4.0	1.5
Basic and applied research in other natural and exact sciences, except biological sciences	4.5	4.5	0.1
Basic and applied research in engineering and technology	6.2	6.7	0.9
Basic and applied research in the biological and biomedical sciences	11.2	10.8	1.7
Basic and applied research in medical and health sciences	14.9	14.3	2.1
Basic and applied research in other biological sciences	4.5	4.9	0.7
Basic and applied research in the social sciences and humanities	10.6	15.0	2.6
Production services for development	S	S	S
Other operating revenue	18.8	19.5	4.6
Licensing of right to use intellectual property	9.2	7.8	1.8
Original works of intellectual property	S	S	S
All other operating revenue	19.5	S	S
Contributions, gifts, and grants received	7.2	6.7	2.6
Investment and property income	4.9	6.2	2.7
All other non-operating revenue	S	S	S

S Estimate does not meet publication standards because of high sampling variability or poor response quality.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.12. Advertising Agencies (NAICS 54181) - Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

Kind of business	Coefficient of variation		Standard error
	2005	2004	2005/2004
Operating Revenue			
Total	2.9	2.5	2.1
Sources of Revenue			
Integrated advertising services	6.3	6.9	3.1
Advertising creative services (including graphic design services)	S	S	S
Media buying	9.0	14.6	5.6
Full public relations services	16.3	13.8	3.1
Sales promotion	11.5	12.9	1.7
Direct marketing	S	S	S
Marketing research	14.6	11.3	14.3
Other advertising services	11.8	15.1	2.8
All other operating revenue	16.9	16.9	5.4

S Estimate does not meet publication standards because of high sampling variability or poor response quality.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.13. Public Relations Agencies (NAICS 54182) - Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

Kind of business	Coefficient of variation		Standard error
	2005	2004	2005/2004
Operating Revenue			
Total	3.9	3.7	1.7
Sources of Revenue			
Full public relations services	3.6	3.1	1.7
Media relations	14.1	11.9	6.1
Crisis management	S	S	S
Lobbying	17.1	18.2	6.6
Event management	13.3	10.8	9.1
Media monitoring and analysis	11.4	12.2	5.9
All other operating revenue	14.3	12.5	6.8

S Estimate does not meet publication standards because of high sampling variability or poor response quality.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.14. Display Advertising (NAICS 54185) - Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

Kind of business	Coefficient of variation		Standard error
	2005	2004	2005/2004
Operating Revenue			
Total	3.4	2.0	2.7
Sources of Revenue			
Leased display advertising media space	4.5	3.5	2.5
Large format	4.7	3.4	2.3
Transit	6.4	5.0	3.2
Street furniture and other urban fixtures	7.9	9.6	3.3
Other leased display advertising	S	S	S
All other operating revenue	11.3	9.2	4.3

S Estimate does not meet publication standards because of high sampling variability or poor response quality.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.15. Direct Mail Advertising (NAICS 54186) - Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

Kind of business	Coefficient of variation		Standard error
	2005	2004	2005/2004
Operating Revenue			
Total	2.5	1.9	1.4
Sources of Revenue			
Full direct mail services	4.2	3.2	1.6
Concept development for a direct mail advertising campaign	S	S	S
Mail list creation and support services	13.4	11.0	12.8
Print services for direct mail advertising materials	8.9	9.9	2.1
Letter shop services	7.6	7.8	3.1
Fulfillment services	14.7	13.0	7.3
Other direct mail advertising services	17.4	18.3	8.1
All other operating revenue	8.7	11.7	3.5

S Estimate does not meet publication standards because of high sampling variability or poor response quality.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.16. Professional, Scientific, and Technical Services (Except Notaries) (NAICS 54) - Estimated Coefficients of Variation for Total Expenses and Standard Error of Percent Change for Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

NAICS code	Kind of business	Coefficient of variation		Standard error
		2005	2004	2005/2004
54	Professional, scientific, and technical services (except notaries)	1.8	1.5	0.6
5411	Legal services (except notaries)	2.2	2.4	1.9
54111	Offices of lawyers	2.0	2.4	2.0
54119	Other legal services	7.0	6.6	2.3
5412	Accounting, tax preparation, bookkeeping, and payroll services	2.1	1.6	1.8
541211	Offices of certified public accountants	3.1	2.3	2.0
541213	Tax preparation services	5.8	5.0	2.8
541214	Payroll services	3.9	4.1	3.3
541219	Other accounting services	5.4	4.6	3.2
5413	Architectural, engineering, and related services	6.7	5.8	2.2
54131	Architectural services	4.6	3.5	2.6
54132	Landscape architectural services	4.7	4.4	2.1
54133	Engineering services	9.3	8.1	3.0
54138	Testing laboratories	7.4	5.4	3.6
5413x	Other related services ¹	5.4	5.7	4.3
5414	Specialized design services	2.9	4.0	1.8
54141	Interior design services	6.3	10.8	3.6
54143	Graphic design services	5.0	4.5	1.8
5414y	All other design services ²	9.3	9.2	2.4
5415	Computer systems design and related services	2.6	2.4	1.1
541511	Custom computer programming services	4.7	4.6	2.6
541512	Computer systems design services	2.9	2.5	1.2
541513	Computer facilities management services	4.5	3.1	4.2
541519	Other computer related services	7.5	6.4	3.0
5416	Management, scientific, and technical consulting services	3.6	2.9	1.9
54161	Management consulting services	4.1	3.2	2.2
54162	Environmental consulting services	5.4	5.6	3.0
54169	Other scientific and technical consulting services	6.9	6.7	9.6
5417	Scientific research and development services	3.5	3.4	0.7
54171	Research and development in the physical, engineering, and life sciences	3.7	3.7	0.7
54172	Research and development in the social sciences and humanities	3.6	3.6	1.0
5418	Advertising and related services	2.7	2.5	1.2
54181	Advertising agencies	3.8	3.9	2.1
54182	Public relations agencies	5.3	5.1	1.7
54183	Media buying agencies	S	S	S
54184	Media representatives	S	S	S
54185	Display advertising	3.6	3.0	2.3
54186	Direct mail advertising	5.1	4.3	4.9
5418y	All other advertising ³	5.2	5.0	2.7

See footnotes at end of table.

Table A-6.16. Professional, Scientific, and Technical Services (Except Notaries) (NAICS 54) - Estimated Coefficients of Variation for Total Expenses and Standard Error of Percent Change for Employer Firms: 2004 and 2005—Con.

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

NAICS code	Kind of business	Coefficient of variation		Standard error
		2005	2004	2005/2004
5419	Other professional, scientific, and technical services	2.9	2.8	1.3
54191	Marketing research and public opinion polling	5.4	5.1	2.1
54192	Photographic services	3.8	4.1	2.4
541921	Photography studios, portrait	6.2	5.7	2.8
541922	Commercial photography	6.3	5.7	2.6
54193	Translation and interpretation services	8.5	7.6	1.9
54194	Veterinary services	3.0	2.3	1.8
54199	All other professional, scientific, and technical services	10.4	10.7	3.1

S Estimate does not meet publication standards because of high sampling variability or poor response quality.

¹Includes NAICS 54134 (drafting services), NAICS 54135 (building inspection services), NAICS 54136 (geophysical surveying and mapping services), and NAICS 54137 (surveying and mapping (except geophysical) services).

²Includes NAICS 54142 (industrial design services) and NAICS 54149 (other specialized design services).

³Includes NAICS 54187 (advertising material distribution services) and NAICS 54189 (other services related to advertising).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.17. Professional, Scientific, and Technical Services (Except Notaries) (NAICS 54) – Estimated Coefficients of Variation for Expenses and Standard Error of Percent Change for Tax-Exempt Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

NAICS code	Kind of business	Coefficient of variation		Standard error
		2005	2004	2005/2004
54	Professional, scientific, and technical services (except notaries)	3.2	3.2	0.6
54111	Offices of lawyers	6.9	6.9	1.9
5417	Scientific research and development services	3.3	3.2	0.6
54171	Research and development in the physical, engineering, and life sciences	3.6	3.5	0.6
54172	Research and development in the social sciences and humanities	2.8	3.0	1.2

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.

Table A-6.18. Professional, Scientific, and Technical Services (Except Notaries) (NAICS 54) - Estimated Coefficients of Variation and Standard Error of Percent Change for Selected Expenses for Employer Firms: 2004 and 2005

[Estimates are based on data from the 2005 Service Annual Survey and administrative data and are published as percents. Estimates for 2004 have been revised to reflect historical corrections to individual responses]

Kind of business	Coefficient of variation		Standard error
	2005	2004	2005/2004
Operating Expenses			
Total	1.8	1.5	0.6
Personnel costs	1.6	1.5	0.6
Gross annual payroll	1.7	1.5	0.7
Employer's cost for fringe benefits	1.4	1.5	0.8
Temporary staff and leased employee expense	6.2	4.1	3.1
Expensed materials, parts and supplies (not for resale)	3.5	3.1	1.3
Expensed equipment	2.8	2.8	2.1
Expensed purchase of other materials, parts, and supplies	4.1	3.8	1.5
Expensed purchased services	2.1	2.3	0.5
Expensed purchases of software	3.4	S	S
Purchased electricity and fuels (except motor fuels)	S	S	S
Lease and rental payments	1.6	1.5	0.7
Purchased repair and maintenance	2.4	2.3	1.9
Purchased advertising and promotional services	4.9	5.2	1.8
Other operating expenses	3.2	2.3	1.2
Depreciation and amortization charges	2.3	2.3	1.3
Governmental taxes and license fees	3.9	4.9	2.8
All other operating expenses	3.5	2.5	1.3

S Estimate does not meet publication standards because of high sampling variability or poor response quality.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>.